

Bally Mfg. May License Firm to Make, Sell Games

CHICAGO - Bally Manufacturing Corp. said it signed a letter of intent to grant an exclusive license for the manufacture and sale of its consumer electronics programmable video games to Fidelity Electronics Ltd.. Miami. Fla. Financiai terms weren't dis-

Odd-Lot Trading

me Outlook closed. orp.'s Sperry Uni-The proposed agreement would include computers, said it the sale of certain assets connected with ! fiscal year endnoncoin-operated video products and is subut 16% from the ject to approval of Bally's directors and

completion of a definitive agreement, said it received \$5 million from The transaction is scheduled for completion by March 31. Light Co.

letta faind Genera Dynamics: climber 30% to 50%. In the Dast several session have risen further.

Before the Pre-Was seen as formana tension over the U.I some Wall Street 1 might have been to on the stocks, if strong advances. But sven this no trading caution ar bushed into the ba

perceive a alguificar ment policy that spending increases for "The Carter adr. for fiscal year 1981 a 85 period are potentis the defense industry. Washington-based an

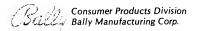
sey Stuart Shields Inc. Mr. Nisbet is amo the Carter administra military spending. tration has been prowith the numbers," he ises of real growth a fense budgets by the Nisbet says budget zero real growth" from

the Ford administratio cal 1990, ending Sept. 3 "The strong politica pressures have promp tion to do an abrupt at policy, however." he budget requests will re growth of 4% a year in

which we believe will

WSJ : 1/8/79 36 TH ST. 205-888-1000

California Short Office Total Purchases Sales Sales Bales 191,100 1,145 107,700 509,144



January 29, 1980

Mr. Michael A. Ivins 1001 North Main Las Vegas, Nevada 89101

Dear Mr. Ivins:

Thank you for your letter regarding future expansion of the Bally Computer System.

After undergoing intensive market analysis, we have found that current market conditions do not favor the introduction of our expansion module, Level III, this year.

However, we are continuing to manufacture our game and Videocade game cartridges as well as Bally Basic.

We have enclosed information regarding membership to the Arcadians and Cursor. These are two independent user's groups that publish periodical newsletters which contain current information on our products as well as articles on software and hardware.

Again, we thank you for your interest in our products and welcome any suggestions or questions you may have regarding the Bally Computer System.

Sincerely,

Bally Consumer Products Division

/cm

enc.



Dear Customer:

Congratulations! Your name was selected by our computer to receive this broken Bally unit as part of our recent 2¢ sale.

In our advertisement we mentioned that Bally will repair your unit for \$24.95 and tag on a 90-day warranty on the repair job.

This information was obtained from a phone call made directly to Bally by one of our representatives who asked to speak to the service manager. During the phone conversation, Bally's representative assured him that the cost to repair the unit was \$24.95 and that the warranty was 90 days.

After we ran our ad, Bally filed suit against JS&A claiming that our advertisement was false and deceptive. Bally stated that the cost to repair the unit was not \$24.95, and that the warranty period was not 90 days. This case is set for trial in April.

We have been unable to get a firm committment from Bally as to what the service costs really are and therefore can only suggest that you request a quotation on the cost of repairing your unit prior to authorizing any repairs.

Please understand that due to the nature of this program, JS6A is not responsible for any amount that Bally may charge you for service on this unit. If you are not satisfied we will be happy to refund your money, and reimburse you for postage if you will simply return the unit to our distribution center and kindly let us know the mailing costs you incur.

Thank you for your understanding.

Sincerely,

JS&A Group, Inc.

Executive Vice President

WALL STREET

JOUR. NAL

Liquidation Sale!!!

Bally Arcade Game or Home Library Computer. Originally \$300, now only \$49.95 while supplies last.

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be ce lid d g d e

We are liquidating our entire inventory of Bally Arcade programmable TV games at practically give-away prices. Some units have slight scratches but all are fully operational. Some are new units, some were returned by customers during our 30-day trial period.

CLOSE OUT

Product comes with one-year limited warranty backed by Bally Corporation and four pistol grips. This is an incredible value. Order early, Checks or money orders only, Add \$5.00 for postage, handling and insurance and Illinois residents please add 6% sales tax. You

3,256 CARTRIDGES

may also select from four cartridges regularly \$20 to \$25 each -but offered here at half price. They include such games as Sea Wolf, 280 Zzzap and Math Bingo at \$10 each. Baseball for only \$12.50. There are many other cartridges offered by Bally and we will supply you with

Bally.\$49≌•80% off

Bally's address for future orders. We have over 3,256 cartridges so dealers are invited to buy them directly from us at less than wholesale. This is one of the most spectacular offers of the year.

PRODUCTS
THAT
THINK
Dept WJ One JS&A Plaza
Northbrook. III. 60062 (312) 564-7000

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